

ORDER



Orders
Order / Rev: 166240
Alt Order #: 06318731
Product Desc: PATRIOT MAJORITY
Estimate: 1637
Flight Dates: 09/18/12 - 10/01/12
Original Date / Rev: 09/17/12 / 09/17/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: New Media Firm
Buying Contact: Michele Certo
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Issue/Patriot Majority
Demographic: A35+
Product Codes: PL Issue
Priority: P-1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	33	\$13,000.00	\$11,050.00
10/01/12	10/01/12	5	\$2,050.00	\$1,742.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	33	\$13,000.00	\$11,050.00	0.00
October 2012	5	\$2,050.00	\$1,742.50	0.00
Totals	38	\$15,050.00	\$12,792.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	12%	\$15,050.00
Market	100%	\$125,416.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	2%	\$2,508.33
WCGV	0%	\$0.00
WISN	28%	\$35,116.67
WITI	21%	\$26,337.50
WMLW-	4%	\$5,016.67
WPXE	0%	\$0.00
WTMJ	33%	\$41,387.50
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/28/12	09/28/12	Letterman 1035p-1135p	CM	1035p-1135p	----1--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
				Letterman 1035p-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--		1				\$400.00		0.00			
E 2	WDJT	09/28/12	09/28/12	News at Noon	CM	12p-1230p	----1--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
				News at Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	09/28/12	09/28/12	News at Noon News at Noon	CM	12p-1230p ----1--	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	----1--		1		\$250.00		0.00				
E 3	WDJT	09/28/12	09/28/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p ----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	----1--		1		\$1,000.00		0.00				
E 4	WDJT	09/21/12	09/21/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ----1--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----1--		1		\$100.00		0.00				
E 5	WDJT	09/21/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----1--		1		\$1,000.00		0.00				
E 6	WDJT	09/21/12	09/21/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a ----1--	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----1--		1		\$100.00		0.00				
E 7	WDJT	09/24/12	10/01/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 1----- (10:35 PM-11:37 PM)	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1-----		1		\$400.00		0.00				
		Week: 10/01/12	10/07/12	1-----		1		\$400.00		0.00				
E 8	WDJT	09/24/12	10/01/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1-----		1		\$250.00		0.00				
		Week: 10/01/12	10/07/12	1-----		1		\$250.00		0.00				
E 9	WDJT	09/24/12	10/01/12	Rachel Ray 3p-4p Rachel Ray 3p-4p	CM	Rachel Ray 3p-4p 1-----	:30	1	\$250.00	P-1	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1-----		1		\$250.00		0.00				
		Week: 10/01/12	10/07/12	1-----		1		\$250.00		0.00				
E 10	WDJT	09/24/12	10/01/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1-----		1		\$1,000.00		0.00				
		Week: 10/01/12	10/07/12	1-----		1		\$1,000.00		0.00				
E 11	WDJT	09/24/12	10/01/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a 1-----	:30	1	\$150.00	P-1	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	1-----		1		\$150.00		0.00				
		Week: 10/01/12	10/07/12	1-----		1		\$150.00		0.00				
E 12	WDJT	09/22/12	09/22/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p -----1-	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1-		1		\$1,200.00		0.00				
E 13	WDJT	09/23/12	09/23/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p -----1	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-----1		1		\$300.00		0.00				
E 14	WDJT	09/30/12	09/30/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p -----1	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1		\$350.00		0.00				
E 15	WDJT	09/20/12	09/20/12	News at Noon News at Noon	CM	12p-1230p ---1---	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WDJT	09/20/12	09/20/12	News at Noon News at Noon	CM	12p-1230p ---1---	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---1---		1		\$200.00		0.00				
E 16	WDJT	09/27/12	09/27/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p ---1---	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	---1---		1		\$250.00		0.00				
E 17	WDJT	09/20/12	09/20/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p ---1---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---1---		1		\$300.00		0.00				
E 18	WDJT	09/20/12	09/20/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ---1---	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---1---		1		\$100.00		0.00				
E 19	WDJT	09/27/12	09/27/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ---1---	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	---1---		1		\$150.00		0.00				
E 20	WDJT	09/20/12	09/20/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a ---1---	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---1---		1		\$100.00		0.00				
E 21	WDJT	09/18/12	09/18/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p -1-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-1-----		1		\$1,200.00		0.00				
E 22	WDJT	09/25/12	09/25/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -1-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-1-----		1		\$400.00		0.00				
E 23	WDJT	09/18/12	09/18/12	News at Noon News at Noon	CM	12p-1230p -1-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-1-----		1		\$200.00		0.00				
E 24	WDJT	09/25/12	09/25/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p -1-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-1-----		1		\$250.00		0.00				
E 25	WDJT	09/18/12	09/18/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su		5-530p/530-6p -1-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-1-----		1		\$300.00		0.00				
E 26	WDJT	09/18/12	09/18/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a -1-----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-1-----		1		\$100.00		0.00				
E 27	WDJT	09/18/12	09/18/12	CBS Mning Nws M-F 7-9M CBS This Morning M-F 7a-9a		7a-9a -1-----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	-1-----		1		\$100.00		0.00				
E 28	WDJT	09/26/12	09/26/12	News at Noon News at Noon	CM	12p-1230p --1----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--1----		1		\$250.00		0.00				
E 29	WDJT	09/26/12	09/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --1----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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E 29	WDJT	09/26/12	09/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	--1----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	--1----		1			\$1,000.00			0.00			
E 30	WDJT	09/19/12	09/19/12	Morning News M-F 6a - 7a M-F 6a - 7a	DM	6a-7a	--1----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--1----		1			\$100.00			0.00			
E 31	WDJT	09/26/12	09/26/12	Morning News M-F 6a - 7a M-F 6a - 7a	DM	6a-7a	--1----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/24/12	09/30/12	--1----		1			\$150.00			0.00			
E 32	WDJT	09/19/12	09/19/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	DM	M-F 630p-7p	--1----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--1----		1			\$1,000.00			0.00			
E 33	WDJT	09/19/12	09/19/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	DM	7a-9a	--1----	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	09/17/12	09/23/12	--1----		1			\$100.00			0.00			
Totals													38	\$15,050.00	